

Message Text

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R 180342Z JUL 75

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 3069

UNCLAS SINGAPORE 3094

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJ: SINGAPORE FY '75 CCP, FINAL PROGRESS REPORT

REF: A. STATE 280182, DEC. 23, 1974; B. STATE 167622

SUMMARY

EMBASSY ACTION GROUP (EAG) MET JULY 17 AND REVIEWED EMBASSY FY 75 CCP ACCOMPLISHMENTS, AND PROBLEM AREAS, AND FY 76 CCP OBJECTIVES. THIS MESSAGE CONTAINS EAG FINAL PROGRESS REPORT ON FY 75 CCP REQUESTED REFTELS. END SUMMARY.

YEAR-END SUMMARY STATEMENT:

1. MAJOR OBJECTIVES OF SINGAPORE'S FIRST CCP YEAR WERE GENERALLY MET, THANKS LARGELY TO CLOSE WORKING RELATIONSHIP BETWEEN THE TRADE CENTER, EMBASSY AND USIS. EMBASSY ACTION GROUP, CHAIRED BY DCM, MET FIVE TIMES. MAJOR DEVELOPMENTS INCLUDED DEVELOPMENT OF A COMPUTERIZED INFORMATION SYSTEM, REORGANIZATION OF ECON/COMMERCIAL SECTION ALONG MARKET PRIORITY LINES, RELOCATION OF COMMERCIAL SERVICES INTO A LARGER AND MORE ATTRACTIVE GROUND FLOOR SPACE, AND MOVEMENT OF COMMERCIAL LIBRARY TO THIS NEW SPACE.

2. MAJOR PROBLEM AREA WAS HEAVY BURDEN OF MARKET RESEARCH REQUIREMENTS. IN FY '75, EMBASSY WAS ASKED FOR SIX IN-HOUSE DESK STUDIES/MARKET BRIEFS, IN ADDITION TO CONSUMER GOODS STUDY, MARKET/PRODUCT ANALYSIS, BEST PRODUCTS STUDY, AND PTRS. ALSO ASKED TO CONTRACT OUT ANOTHER SIX STUDIES. EMBASSY APPRECIATES VALUE AND NECESSITY THIS MARKET RESEARCH TO SUPPORT USRTC EVENTS. HOWEVER, EMBASSY DOES NOT HAVE MARKET RESEARCH OFFICER, HAS URGED THAT MORE RESEARCH BE CONTRACTED OUT, AND HAS REQUESTED UNCLASSIFIED

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MARKET RESEARCH OFFICER (FSL) IN FY 75, 76, AND 77 BUDGET SUBMISSIONS.

3. ALL ACTIONS REQUIRED BY JUNE 30 COMPLETED AS DESCRIBED IN

CCP, WITH FOLLOWING EXCEPTIONS OR VARIATIONS:

CAMPAIGN A, ITEM 4: SEVERAL CHANGES WERE MADE IN DIRECT EXPORT PROMOTION EVENTS, AS OUTLINED APPENDIX B. MARCH INDUSTRIAL HEATING AND MAY COMPUTERS FOR INDUSTRY TRADE MISSIONS WERE CANCELLED. IN-STORE PROMOTION BEGAN JUNE 28, NOT APRIL. IN APRIL, EMBASSY RECEIVED PACIFIC NORTHWEST FOREST PRODUCTS MACHINERY IOGA TRADE MISSION.

CAMPAIGN C: RESOURCES DID NOT PERMIT ESTABLISHING FORMAL COUNTRY TEAM SUB-GROUP TO MONITOR MAJOR PROJECTS. HOWEVER, CLOSE AND FREQUENT INFORMAL CONTACTS BETWEEN ALL SECTIONS OF EMBASSY RESULTED IN FEEDING IN OF MAJOR PROJECT INFORMATION TO ECONOMIC/COMMERCIAL SECTION.

4. EMBASSY CONTINUED TO RECEIVE IN FY 75 LARGE NUMBER OF AD HOC OFFICIAL REQUESTS (OVER 30) FOR REPORTS NOT IN CERP OR CCP. MOST OF THESE WERE TRADE-RELATED.

5. SPECIFIC FIGURES (SECTION III): USRTC SIGNIFICANTLY SURPASSED FY 75 CCP OBJECTIVE FOR NTM INCREMENTAL EXPORTS. THE TARGET FOR USRTC WAS \$2.4 MILLION. ACTUAL FIGURE WAS \$6.6 MILLION. (TOTAL NTM/OTM USRTC SALES FROM ON-SITE EXHIBITIONS, JEEPS, AND M-1'S, FLOOR SALES AND 12 MONTH PROJECTIONS, WAS OVER \$24 MILLION). NUMBER OF NTE/NTM FIRMS ENTERING SINGAPORE MARKET WAS 40 (TARGET WAS 48), WTDRS NUMBERED ONLY 181 (TARGET WAS 280). THIS PRESUMABLY DUE TO HIGHER WTDR FEES. TRADE OPPORTUNITIES TOTALLED 103 AND ADS 49 (TARGET FOR EACH WAS 150). BELIEVE TARGET FOR TRADE OPPS WAS UNREALISTICALLY HIGH. ADS OF COURSE IS A REACTIVE SERVICE.

6. U.S. CONTINUED TO MAINTAIN ITS SHARE OF SINGAPORE'S IMPORTS IN FY 75. DESPITE ECONOMIC RECESSION WORLDWIDE AND IN SINGAPORE, U.S. EXPORTS TO SINGAPORE CONTINUED TO SHOW IMPRESSIVE GROWTH. EXPORTS INCREASED 40 PCT IN 1974, WITH SALES OF US\$1.2 BILLION. TENTATIVE FIGURES FOR FIRST FOUR MONTHS OF 1975 ALSO SHOW SIGNIFICANT GROWTH OF U.S. EXPORTS TO SINGAPORE. TRADE PROMOTION EFFORTS CONTRIBUTED TO THESE FAVORABLE RESULTS.

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7. IN CLOSING THE BOOK ON FY '75, EAG WISHES TO PARTICULARLY CALL TO WAG ATTENTION THE FINE SUPPORT GIVEN TO SINGAPORE CCP BY USIS. USIS INPUT HAS BEEN INVALUABLE IN SETTING UP OF NEW COMMERCIAL SERVICES UNIT, AND ALSO TO SUCCESS OF SUCH EVENTS AS RECENT IN-STORE PROMOTION AND CATALOG SHOW. USIS HAS ALSO SUPPORTED LOCAL AND REGIONAL EFFORTS OF USRTC.

8. EAG ALSO HIGHLY APPRECIATIVE OF RESPONSIVENESS AND SUPPORT OF WAG THROUGHOUT FY '75. GRANT

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